

Flower Industry Advisory Committee

MMA Boardroom, Epping

10th December 2019

In attendance: Greg Duffy (Chair), Cheryl Roehrich, Lesley Imbesi, Vince Cidoni, Dianne Templeton, Kathleen Farrell, Mark Maskiell, David Whitchelo, Bryan Coyne, David Power, Sue Friend & Georgie Christerson (Minute Taker).

Apologies: Malcolm Lum

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the fourth & final Flower Advisory Committee Meeting for 2019. Minutes from the previous meeting on 10 September 2019 were confirmed as accurate and correct and have been uploaded onto the MMA website for perusal.

MATTERS ARISING

- **Welcome to our New Flower Advisory Committee Members:** Greg Duffy, Committee Chair welcomed everyone to the final meeting for 2019, in particular, the two newest members of the Committee; Dianne (Di) Templeton (Buds and Branches) & Kathleen Farrell (Flowers by Kathleen Farrell) and explained the benefits of being a Committee member.

Operations:

- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** The addition of new hand railing in the breezeway has been installed, to distinguish a greater separation between buggies, forklifts and pedestrians. Embedded in concrete, new barriers and widened the pedestrian walkway. The MMA confirmed the installation of new parking bays, to enable forklift and electric buggy parking.
- **Bird Control:** The undertaking of bird control in the Flower Market is about to commence, consisting of high-pressure water blasting and the use of the cannon (of which will operate post trade). Using the cannon has performed well previously to deter birds from entering, via the rapid roller doors. The roller doors will also be cleaned as part of this process.
- **Drug & Alcohol Testing:** The MMA have an external party assisting with the testing (Fit4Duty). Fit4Duty are randomly selecting people to be tested, and self-testing units are also available in the market. Thorough education by the MMA has been provided, and formal notification distributed to all market users of the process. The Committee suggested additional communication via a Flower market circular regarding access card entry if you were to leave your access card at home. The MMA confirmed that if this occurs, you will be required to perform an alcohol test at Gate 1 Security prior to entering.
- **Retail Market:** The MMA & Committee discussed the initial idea of trialling a retail market between 6:30am – 9am on a Saturday. Whilst there was a high interest initially, it resulted in only 2 market operators committing to the retail market, therefore not sustainable to proceed.

MARKETING

- **A Better Choice Program:** MMA explained to the Committee the “A Better Choice” program. Commencing the first week of Jan, advertisement filming will commence in the market, and these will appear during the Australian Open tennis. This will consist of 500 x 15 second ads to appear on Channel 9 during the tennis to promote the program. National advertising campaign will be launched in February and will be heavily promoted.
- **Pollenate: “Join the Flower Hood”:** Pollenate is a new organisation consisting currently of 500 members in NSW (*on their free trial, which a fee has just been introduced*) and is being launched in VIC also. The organisation consists of a central “online” point where retailers and growers can connect with each other, to buy & trade equipment, and the renting of space within their cool rooms etc. Committee members mentioned the visit by Pollenate in the market recently, speaking with growers & retailers in the market to explain the benefits of joining the committee. The cost of joining is \$22 per month + GST. The Committee were in agreeance of the benefits of joining Pollenate and being a beneficial tool. MMA discussed the Melbourne Market Navigator app, which will provide benefits to access the market, products and suppliers (wholesalers can provide their products seasonally). MMA will investigate the features of the MMA app and update as needed.

- **Flower Industry Strategy EOI & Plan:** The MMA are currently collaborating with Flowers Vic on a new Flower industry strategy & EOI will be issued on this process early in the new year.
- **Promotional Cards:** Committee members mentioned the promotional material that used to be issued in the Flower Market, prior to any major events, including; Spring racing carnival, Mother's Day, Daffodil Day. MMA will investigate this further and will report back to the Committee at the next meeting. Committee mentioned visitor visitation into the Flower Market and the MMA BDM will provide visitor graphs to the Committee at next Flower Advisory Committee meeting.

GENERAL BUSINESS

- **Warehouse 7:** Construction works are well underway on Warehouse 7 and due for completion by mid 2020. The MMA confirmed only 2 small format warehousing spaces are available. Investigation of further warehousing areas in the market are underway, particularly in the eastern boundary of the market site.
- **New Business Ideas:** The Committee discussed previous stores/ suppliers from the West Melbourne site, which don't operate at Epping. MMA requested the committee members to provide names and types of businesses which they believe would be beneficial in the market, i.e, silk flower supplier, nice quality pots & dried flowers.
- **CCTV:** New CCTV cameras have been installed in the Flower Market, and throughout the entire market. Over the next two weeks, there will be 3 new cameras installed in the breezeway.
- **Digital Transformation:** The implementation of the new CRM system, Salesforce into market operations has been introduced. The MMA discussed the benefit of the new customer portal which will ease the interaction between market tenants and the MMA. The new system will overhaul the current financial system, particularly in terms of transactions, paying invoices and viewing accounts online via the portal.
- **Forklifts:** The MMA informed the Committee that the Safety Management in the Market is a high priority, and additional traffic calming measures will be introduced. The Committee suggested installing a speed hump, concrete barriers flashing lights or MRO's holding stop signs in the area during peak periods., in particular, the entry/ exiting via the orange door from the Flower market into the carpark. The MMA will investigate these options.

MATTERS ARISING

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